



United States  
Environmental Protection Agency

*Link  
your  
business  
to a  
nationally  
recognized  
brand.*



## ENERGY STAR®... Your Market Advantage!

**Service and Product Providers can profit from helping their clients make decisions that are good for the environment and for business.**

ENERGY STAR provides a market advantage for service and product providers (SPPs). Partnering with ENERGY STAR provides you with tools and resources you can use to bring value to your customers and more sales to your organization. If you provide energy performance improvement services or products for commercial buildings, join the partnership and become part of a network of participants increasing environmental stewardship.

**Help your clients understand the value of improved energy performance and its impact on their bottom line.**

### **Partnership advantages include:**

- **Credibility:** Link your business to a powerful brand. Use the ENERGY STAR logos on marketing materials to promote your partnership.
- **Visibility:** Become listed on the Web-based ENERGY STAR Service and Product Provider Directory.
- **A pre-qualified list of customers:** Gain access to a network of organizations pursuing energy performance upgrades.
- **Identify projects and set performance goals:** Rate the energy performance of buildings using EPA's energy performance rating system.
- **Justify projects in powerful financial terms:** Use our financial value tools like QuikScope & Financial Value Calculator.
- **Set energy performance goals for new buildings:** Rate design energy use against top performing buildings using Target Finder and learn how to integrate and evaluate energy performance at key stages in the design process with New Building Design Guidance.
- **Demonstrate project success:** Receive the ENERGY STAR Label for Buildings.
- **Leadership recognition:** Take advantage of opportunities to be featured on the ENERGY STAR Web site through success stories, building profiles, articles, and ENERGY STAR Awards.

#### ***Hospitals***

*Each dollar saved in energy costs is equivalent to generating new revenues of \$20 for hospitals, or \$10 for medical offices and nursing homes.*

#### ***Hotels***

*A 10% reduction in energy costs is equivalent to increasing Average Daily Room Rate by \$0.62 for limited service hotels and \$1.35 for full service hotels.*

#### ***Office Buildings***

*Saving 30% of energy costs in a commercial office building is equivalent to increasing the net operating income by 4%, which would support a 4% increase in asset value.*

#### ***Supermarkets***

*For the average supermarket, reducing energy costs by 10% is equivalent to increasing sales per square foot by nearly \$42.*

**Join the ENERGY STAR partnership today!** Just sign the Partnership Agreement stating your commitment to energy efficiency and complete a template to get listed on the Web-based Service and Product Provider Directory. It's that easy!



## ENERGY STAR Features

### Service and Product Provider Directory

Get listed on the Service and Product Provider Directory to increase your credibility and visibility. This online, searchable directory maintains information about all SPP partners in ENERGY STAR. It is used by building owners and managers when they seek the services and products you provide. ENERGY STAR also offers a Directory of Professional Engineers (PEs). Use this directory to search for PEs that can perform verifications for buildings that have applied for the ENERGY STAR label.

### EPA's Energy Performance Rating System

Use EPA's energy performance rating system for buildings to determine the energy performance for one or multiple buildings in a portfolio. This system provides an unbiased score, on a 1-100 scale, and can help identify new sales opportunities, set performance goals, and communicate results. The energy performance rating system is part of Portfolio Manager, an online tool for tracking and evaluating the energy performance of buildings over time, which provides a Statement of Energy Performance for documenting scores. Top quartile scores, 75 or higher, earn the ENERGY STAR label for buildings.

### Financial Value Calculator

Investments in energy performance can have a favorable impact on profit margins, earnings per share, and ultimately, shareholder value. The Financial Value Calculator presents energy investment opportunities using key financial metrics managers need to convey the message of improved energy performance to customers. Learn how to preload the calculator with customized information to make powerful presentations.

### QuikScope

For the commercial real estate market, QuikScope calculates how energy savings can impact net operating income (NOI) and asset value. This innovative software allocates the costs and benefits of energy performance upgrades between tenants and owners. It then calculates how cost recovery strategies can leverage energy savings into higher NOI and asset value.

### Delta Score Estimator

A tool to identify the relationship between the percent energy saved and the energy performance rating score of a building. The Delta Score Estimator can estimate a new score by entering a percent reduction in energy use, or given a target score, estimate the percent energy reduction needed to achieve that score.

### Target Finder and New Building Design Guidance (NBDG)

Use the Internet-based Target Finder to get an energy performance rating for new designs and compare estimated energy use to the target. Specify energy goals and intent in proposals using the Statement of Energy Design Intent generated from Target Finder. NBDG will help determine when to evaluate energy use during the design process and provide resources to help plan and achieve goals.

### Case Studies

Highlight your organization on the ENERGY STAR Web site by submitting building profiles or success stories discussing how you applied ENERGY STAR tools and resources. ENERGY STAR end-user partners use these profiles to identify successful SPPs.

### Building Manual

Use this manual to help identify potential projects and prioritize investments for your clients. The Building Manual is a Web-based technical resource (downloadable in PDF format) that provides a comprehensive and strategic approach to upgrades in new and existing buildings. The strategy is based on a formula for success that includes forming the right teams, using a sound technical approach, and communicating results.

### Cash Flow Opportunity Calculator

Use the Cash Flow Opportunity Calculator to estimate how much new equipment can be purchased and financed by the anticipated savings cash flows. Also compare the costs and benefits of financing the project now versus waiting for a lower interest rate, or until cash is available from a future budget.

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